



FOR IMMEDIATE RELEASE

Baltimore Ravens' Stokley, State Treasurer Flowers, NFL and Visa Inc. Collaborate to Launch Statewide Rollout of *Financial Football*

Partnership Launches Treasury's Statewide Initiative to Promote Financial Education to Delaware Students

Wilmington, DE – September 24, 2013 Baltimore Ravens wide receiver Brandon Stokley joined Delaware State Treasurer Chip Flowers, the National Football League (NFL) and Visa Inc. today to tackle head on the issue of financial literacy improvement among Delaware teens. They announced a statewide effort to improve the money management skills of high school and middle school students with the rollout of *Financial Football*, a free educational video game and classroom curriculum developed by Visa Inc. The game is being distributed by the Delaware State Treasury to every middle school and high school and various community organizations throughout the state of Delaware and is available online for all Delawareans at www.delawarestatetreasury.financialfootball.com.

State Treasurer Flowers kicked off this financial education campaign today at Christiana High School with help from Stokley and Visa officials. During the event, Treasurer Flowers also announced a new statewide initiative led by the Treasury to work with education officials to ensure that every middle and high school student receives financial education either in the classroom or through community organizations. The launch of Financial Football is the first step in the Treasury's initiative.

Stokley and Flowers led teams of Christiana students in a hard-fought, high energy game of *Financial Football*. Earlier, Stokley shared his personal experiences on the importance of money management with students.

"We are pleased to announce the launch of our statewide financial education campaign for Delaware students with this valuable program and great partnership. I believe that it is important that every Delaware student is taught how to manage their personal finances to help achieve their goals. *Financial Football* is not only a wonderful way to get students interested in personal finances, but it also teaches them financial skills that will be useful for the rest of their lives," said Delaware Treasurer Chip Flowers. "I want to thank Brandon, the NFL and Visa for understanding the importance of financial education and I applaud each of them for creating an innovative, fun and interactive teaching resource for our schools, community organizations and families to deliver this message."

"Kids need to learn to make smart money management decisions early in life," said Baltimore Ravens wide receiver, Brandon Stokley. "It takes the combined efforts of parents, teachers and mentors within the community to give teenagers a strong background in personal finance."

Available online, at <http://www.delawarestatetreasury.financialfootball.com>, *Financial Football* puts students' financial knowledge to the test in an online simulation game environment by combining the structure and rules of the NFL with financial education questions of varying difficulty. The game is available as a free [iPhone](#) app on iTunes, along with an optimized HD [iPad](#) version. *Financial Football* is part of *Practical Money Skills for Life* (www.practicalmoneyskills.com), a free, award-winning financial education program sponsored by Visa that allows educators, parents and students to access educational resources including personal finance articles, games, lesson plans, and more.

"For over a decade, Visa has been committed to promoting financial literacy and we are proud to assist Treasurer Flowers in his efforts to strengthen financial education throughout Delaware," said Nat Sillin, Head of U.S. Financial Education, Visa Inc.

With this launch, *Financial Football* is now part of every high school and middle school in 38 states, including Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Mississippi, Missouri, Nevada, New Hampshire, New Mexico, New York, North Dakota, Ohio, Pennsylvania, Rhode Island, South Carolina, South Dakota, Texas, Tennessee, Vermont, Virginia, Washington, West Virginia, Wisconsin.

Financial Football joins the list of financial education resources offered by the Treasury including *The Prosperity Portal: Your Pathway to Financial Education*, an online tool containing a repository of financial articles and information to assist Delawareans in realizing their financial goals, and *The Delaware Economic Index*, a summary of key national and state economic data and news in a centralized location and easy-to-read electronic format issued every 60 days. All items are available on the Treasury's web site, www.treasury.delaware.gov.

About the Delaware State Treasury

The mission of the Delaware State Treasury, the cornerstone of the state's financial system, is to restore economic prosperity to the First State by providing critical financial services for the People of the State of Delaware. Led by Delaware State Treasurer Chip Flowers, the Delaware State Treasury works with public, private and nonprofit organizations to present financial clarity to all Delawareans through its four divisions – Executive Office of the State Treasurer, Office of Finance and Treasury Services, Office of Disbursements and Reconciliations and the Office of Economic Policy. For more information on the Delaware State Treasury, you can visit www.treasury.delaware.gov, send an email to statetreasurer@state.de.us, or call 302-672-6700.

About Visa Inc.

Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 20,000 transaction messages a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank, and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com.

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